

What we claim is:

- 5 1. A cosmetic or pharmaceutical composition comprising a non-rigid, porous support in which a low-viscosity, gellant-containing, otherwise unstable cosmetic or pharmaceutical formulation is incorporated.
- 10 A 2. The composition of claim 1 which comprises an oil phase.
3. The composition of claim 1 in which the formulation is a water-and-oil emulsion.
- 15 4. The composition of claim 2 which is anhydrous.
5. The composition of claim 2 in which the base comprises a silicone oil.
- 20 6. The composition of claim 2 in which the gellant is selected from the group consisting of cholesterol and derivatives thereof, dextrin fatty acid esters, silicone gellants, oil-soluble cellulose derivatives, and oil-soluble polymers.
- 25 7. The composition of claim 6 in which the gellant is a cholesterol derivative.
8. The composition of claim 7 in which the gellant is lanosterol.
- 30 9. The composition of claim 1 in which the porous support has a pore size of from about 100 to about 300 pores per inch.
10. The composition of claim 1 in which the porous support is made

of a material selected from the group consisting of a natural sponge, a foamed rubber or a foamed polyethylene.

11. The composition of claim 1 which also contains at least one pigment.

12. The composition of claim 11 which comprises an inorganic pigment.

13. The composition of claim 1 which contains substantially no waxes or suspending agents.

14. A method for making a cosmetic or pharmaceutical composition comprising (a) preparing a low viscosity, gellant-containing, otherwise unstable formulation; and (b) incorporating the formulation into a porous, elastic, non-rigid support.

15. The method of claim 14 in which the formulation is prepared under conditions which do not permit gelling of the formulation.

16. The method of claim 15 in which the formulation is permitted to gel within the support.

17. A composition prepared according to the method of claim 14.

18. A composition prepared according to the method of claim 15.

19. A composition prepared according to the method of claim 16.

20. The composition of claim 17 in which the formulation comprises an oil.

21. The composition of claim 20 in which the gellant is selected from the group consisting of cholesterol derivatives, dextrin fatty acid esters, silicone gellants, and oil-soluble polymers.

5 22. The composition of claim 21 in which the oil comprises a silicone oil.

23. The composition of claim 21 in which the gellant is a cholesterol derivative.

10

24. The composition of claim 21 in which the gellant is lanosterol.

15

25. A cosmetic composition comprising an elastic, non-rigid porous support into which a low-viscosity, cholesterol or cholesterol derivative gellant-containing, otherwise unstable formulation has been integrated, the formulation also comprising at least one inorganic pigment, and an anhydrous base.

20

26. The composition of claim 23 in which the gellant is lanosterol.